

RJ REYNOLDS

TOBACCO COMPANY

COPY

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April 16, 1997

RJR Account #431520
MOHAWK

JUNE DORAL B2G1F / PROMOTION #700272

DORAL B2G1F *pre-sleeved* product (6M) has been ordered (see quantities listed below), as well as 2 skus of B2G1F Displays (Item #525101) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B2G1F UPC Code	#/ (6M) Cases B1G1F
Full Flavor Box	12300-24065	1
Light Box	12300-24066	1

DISPLAY DETAIL

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.

EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.

THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.

IT IS STRONGLY RECOMMENDED THAT YOU PLACE 1 ADDITIONAL LOOSE LIVE PACK INTO EACH

DISPLAY; THIS WILL ENABLE YOU TO BILL RETAIL @ 5 CARTONS PER DISPLAY, RATHER THAN 4.9
CARTONS PER DISPLAY.

Product / Premium Arrival:

May 12, 1997

Ship Date to Retail:

Week of: May 19, 1997

SKU CUBE:

0.9960

SKU WT (w/o Product):

1.7200 lbs

Retail Sales Offer per Sku:

21 Offers

Billing per Sku:

5 Savings Cartons (if additional live pack is added to Display)

4.9 Savings Cartons (if additional live pack is NOT added to Display)

EFT \$ Amount:

\$N/A

Non-EFT \$ Amount:

\$287.29

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-2-
B2G1F
MOHAWK

PROMOTION DESCRIPTION: SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'.
UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST.

PLACE INTO EACH DISPLAY:

- * 7 CARTONS OF TWO DIFFERENT DORAL BRANDSTYLES (4 CTNS/ 3 CTNS)
BRAND STYLES: DORAL FF BOX / DORAL LT BOX
- * 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)
- * ONE COPY OF THE ATTACHED BLUE 'RETAILER LETTER'

EACH DISPLAY WILL CONTAIN 21 B2G1F OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS.
(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;
8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.
(THE ENCLOSED 'RETAILER LETTER' EXPLAINS THIS)

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$9.80 (.7 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: R. Westenberger / 162303

Enclosures:

- Customer List
- Wholesaler Packing Instructions
- Retailer Letters (blue copies)

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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To All RJR Retail Partners

RETAILER LETTER

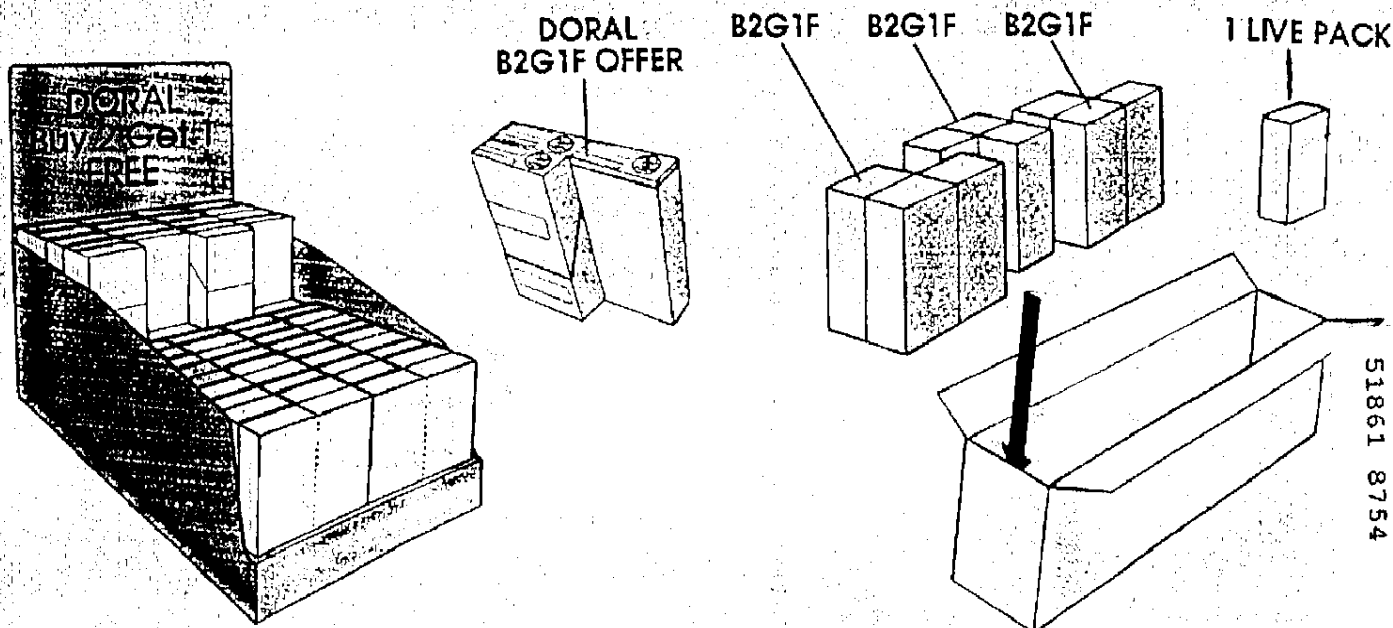
DORAL B2G1F

OUR #1 PRIORITY IN 1997 WILL BE TO GET OUR PROMOTIONS TO YOUR CUSTOMERS IN THE QUICKEST WAY POSSIBLE. OUR 1997 PROMOTIONS DIFFER FROM PAST PROMOTIONS AS FOLLOWS:

- WE ASK YOU TO ASSEMBLE DISPLAYS AT YOUR STORE.
- EACH DISPLAY CONTAINS UNPROMOTED LOOSE PACKS.

IMPORTANT NOTE: THIS IS NOT A MISTAKE AT YOUR WHOLESALER. DO NOT RETURN THIS PRODUCT TO YOUR WHOLESALER. PLACE THIS PRODUCT INTO YOUR REGULAR INVENTORY.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS. IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.



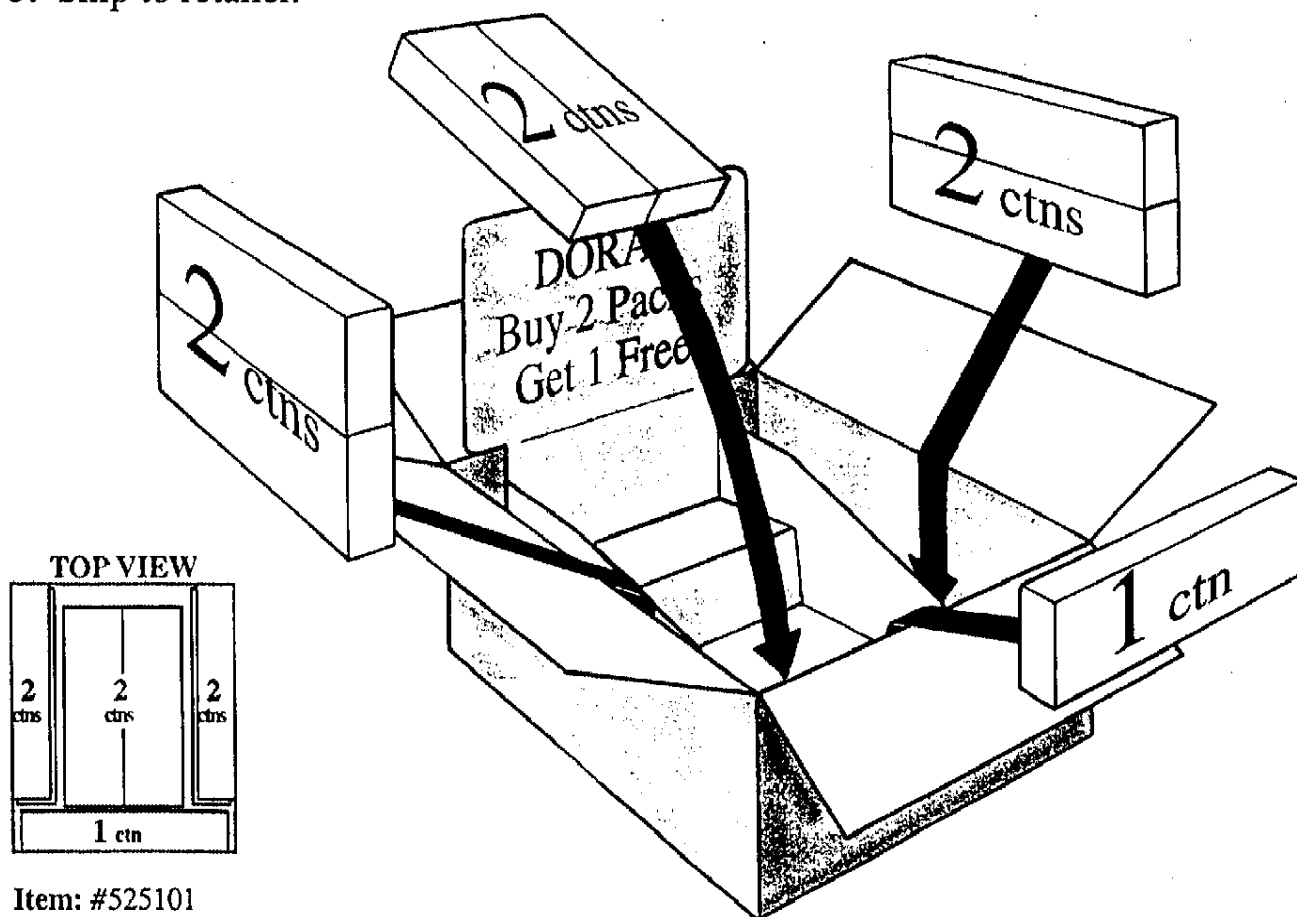
WHOLESALE PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 2ND QTR. '97

June DORAL B2G1F (Buy 2 Packs Get 1 Pack Free)

STEPS

1. Open DORAL B2G1F shipping case.
2. Place 7 cartons of DORAL promotional product into shipper/display.
(Promotional product is in white cartons and is pre-sleeved).
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: #525101

Description: DORAL June B2G1F Display/POS Kit

Brand Style	FF Box	LT Box	LX 100	FF 100		
Number of Cartons	3 and 4 OR 4 and 3					

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BREN5582
 WORKPLAN VAP TEMPLATE LISTING
 PAGE: 51
 DATE: 97-04-07
 TIME: 03:57 PM
 WHOLESALER : 431520 MOHAWK CANDY & TOB. CO., INC. <DIRECT>
 TEMPLATE : 700272 70600 DOR BLUE B2G1P
 TEMPLATE SEQ : 0006
 SALES LEVEL : 16XXXXX

TERM	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162303	162322	130750	VALLEY MINI MART	ROUTE 5 S	AMSTERDAM	NY	12010	1			(518)843-4806	
162303	162234	474987	BOBBY'S	7209 MOHAWK DRIVE	TRIBES HILL	NY	12177	2			(518)829-7007	
162303	162322	177172	MOHAWK DAIRY STORE	260 FOREST AVE	AMSTERDAM	NY	12010	1			(518)842-4940	
162303	162322	177202	PAST FILL N SNACKS	72 GUY PARK AVE	AMSTERDAM	NY	12010	1			(518)842-4940	
162303	162322	586053	HILLS BEVERAGE	261 E MAIN ST	AMSTERDAM	NY	12010	1			(518)842-7050	
162303	162234	671343	FUEL & FOOD	3006 RD 1 & RT. 3	GLOVERSVILLE	NY	12078	1			(518)661-6917	
162303				165 W MAIN ST	AMSTERDAM	NY	12010	1			(518)842-7847	

PAGE BREAK TOTAL ACCOUNTS 7 TOTAL QUANTITY 8
 TEMPLATE TOTAL ACCOUNTS 7 TOTAL QUANTITY 8

***** END OF REPORT FOR PROMOTION 700272 *****

05/22/97

ACCOUNT NUMBER: 431520 MOHAWK CANDY & TOB
VOUCHER NUMBER: 15354526 UPPER CHURCH STREET
DATE WRITTEN: 05/22/97 R. D #5
STATUS: PAID AMSTERDAM, NY 12010
AMOUNT PAID: 9.80 SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	0.70	9.80

EXPLANATION: JUNE: DORAL B2G1F PROMOTION #700272/SR 162303

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